MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2015/2016

BMK 3084 – MARKETING RESEARCH

(All sections / Groups)

7th March 2015
2.30 p.m – 4.30 p.m
(2 Hours)

INSTRUCTION TO STUDENT

1. This Question paper consists of two (2) pages, (excluding this cover page) with six (6) questions.

2. Answer only five (5) questions. The distribution of the marks for each question is given.

3. Please print all your answers in the **Answer Booklet** provided.

4. Marks allocations are shown at the end of each question.

There are SIX (6) questions in this section. Answer any FIVE (5) questions.

Question 1

Discuss the role of marketing research in, management and marketing decision making.

(20 marks)

Question 2

What are the **EIGHT** (8) potential sources of errors that can possibly occur in measurement? Explain briefly.

(20 marks)

Question 3

Develop a series of constant sum scaling technique, comparing the quality of service provided by any **THREE** (3) telecommunication service providers in Malaysia.

(20 marks)

Question 4

Construct **FIVE (5)** statements for measuring, *usage of mobile-banking* among college students, via a five (5) point Likert scale.

(20 marks)

Question 5

Training field workers is critical to the quality of data collected. Training should cover all phases of the interviewing process. Discuss each process involved in training field workers, with the aid of a diagram.

(20 marks)

continued...

Question 6

Describe briefly, how the following field situations can be handled.

a. One of the interviewers has an excessive rate of refusals during the survey.

(10 marks)

b. In a survey, how the respondent selection problems can be controlled.

(10 marks)

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